

# 2026 Creative Campaign, Asset Collection, and Media Placement for Winchester-Frederick County Destination Marketing

Request for Proposal  
RFP-2022118



# Agenda

*All images are sourced from the City of Winchester's Flickr account at <https://flic.kr/ps/WXRCj>.*

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# 1 // Introduction and Purpose

- **Purpose**
  - Winchester seeks proposals from firms to run its creative campaign and marketing plan.
- **Background**
  - WFCCVB\* promotes Winchester & Frederick County as a visitor destination.
  - 2026 Budget: Up to \$350,000
  - Scope: One firm to provide content and asset creation across digital, print, broadcast, and OOH platforms.

*\*Winchester-Frederick County Convention & Visitors Bureau*



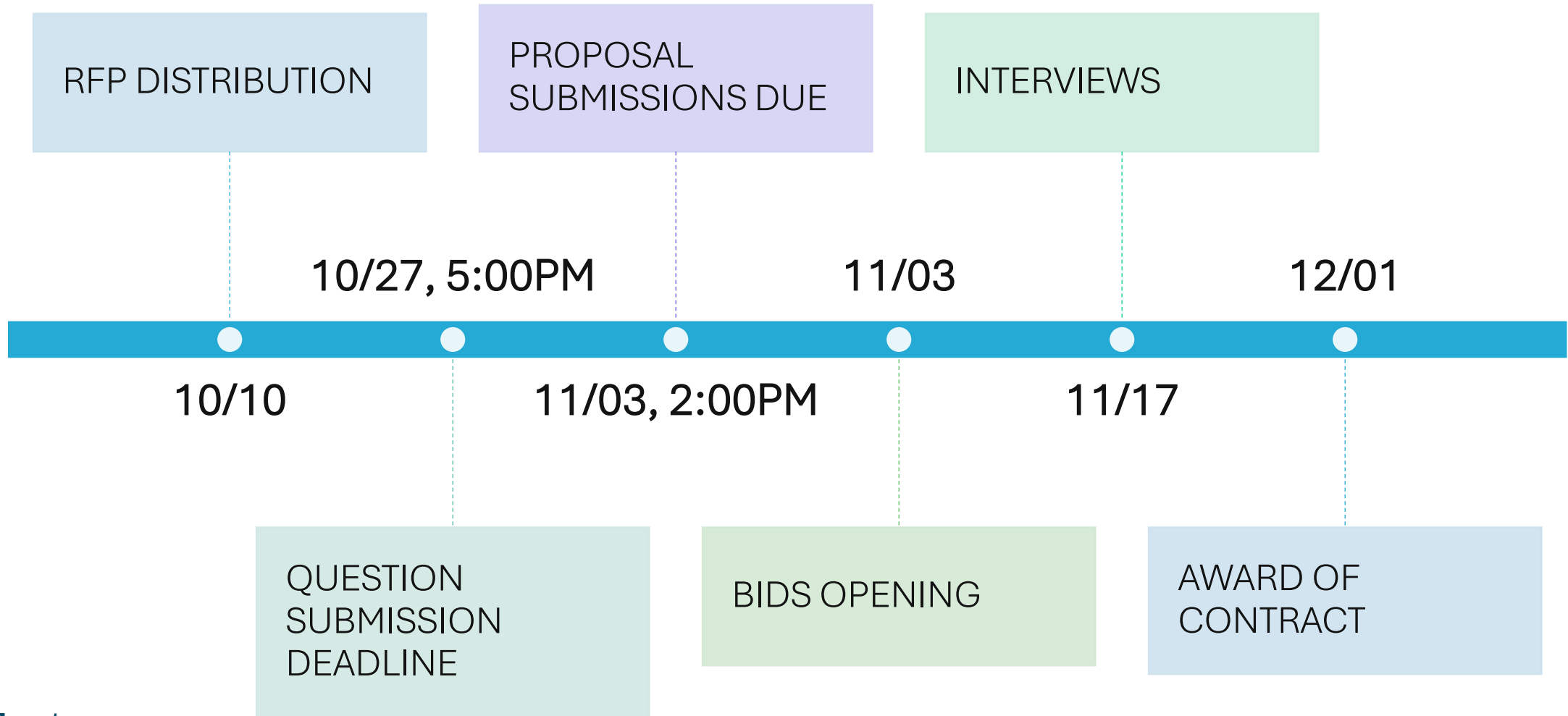
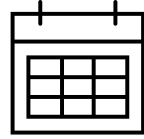
# 1 // Contact Information

- **Department**  
Winchester-Frederick County Convention & Visitors Bureau
- **Justin Kerns**  
Department Head  
Executive Director
- **Kelly Feltner**  
Purchasing Agent\*  
 *Email:* [kelly.feltner@winchesterva.gov](mailto:kelly.feltner@winchesterva.gov)  
 *Phone:* [\(540\) 667-2083](tel:(540)667-2083)



*\*Purchasing Agent is the RFP's main contact person.*

# 1 // RFP TIMELINE 2025



## 2 // Scope of Services



### Company Qualifications

- An established record in designing creative destination content, ad campaigns, and media plans
  - Experience in implementation and managing media plans
- ⑩ A general project timeline

## 2 // Scope of Services (cont'd)

### Delivery Requirements

- Unique and engaging destination content
  - Includes TV, radio shows, blogs, or user content
- ⑩ A cohesive and comprehensive ad campaign to run from March to December
- ⑩ A multi-platform/channel media plan for review and approval
- ⑩ Provide approved outlets for ad placement
- ⑩ All video and photographic needs will be of Winchester and Frederick County

## 2 // Scope of Services (cont'd)

### Conditional Requirements

- Firm responsible for their own travel expenses, overnight accommodation and meals during onsite visits
- Contract will be awarded by the Marketing Committee based on best value (quality, experience, and price)
- Copyright ownership will transfer to WFCCVB upon final payment
- All non-video designs shall be in layered digital format



## 3 // Quality of Events and Work

### Meeting Industry Standards

- Member of the Mid-Atlantic Tourism Public Relations Alliance
- WFCCVB staff attend and present at the annual Educational Seminar for Tourism Organizations (ESTO) Conference hosted by the U.S. Travel Association



## 3 // Quality of Events and Work (cont'd)

- Memberships in relevant professional organizations such as American Marketing Association (AMA) or Public Relations Society of America (PRSA)
- Regularly attend industry conferences
- Portfolio of successful work examples for similar clients
  - References
  - Campaign key performance indicators (KPIs)



## 4 // Contract Administration

### Contract Administrator

*Justin Kerns, Executive Director – WFCCVB*  
*(or Designee)*

- Oversees service delivery
- Manages financial and administrative actions
- Resolves issues and disputes
- Authorizes contract renewals and finalizes required documentation.

### Acceptance Procedures

- Departments have **10 business days** to review and approve work
- If work is rejected, the City will provide written notice outlining deficiencies
- Contractor has **5 business days** to correct issues
- Extension allowed if agreed upon **in writing** by both parties

## 5 // Selection Procedure & Evaluation Criteria

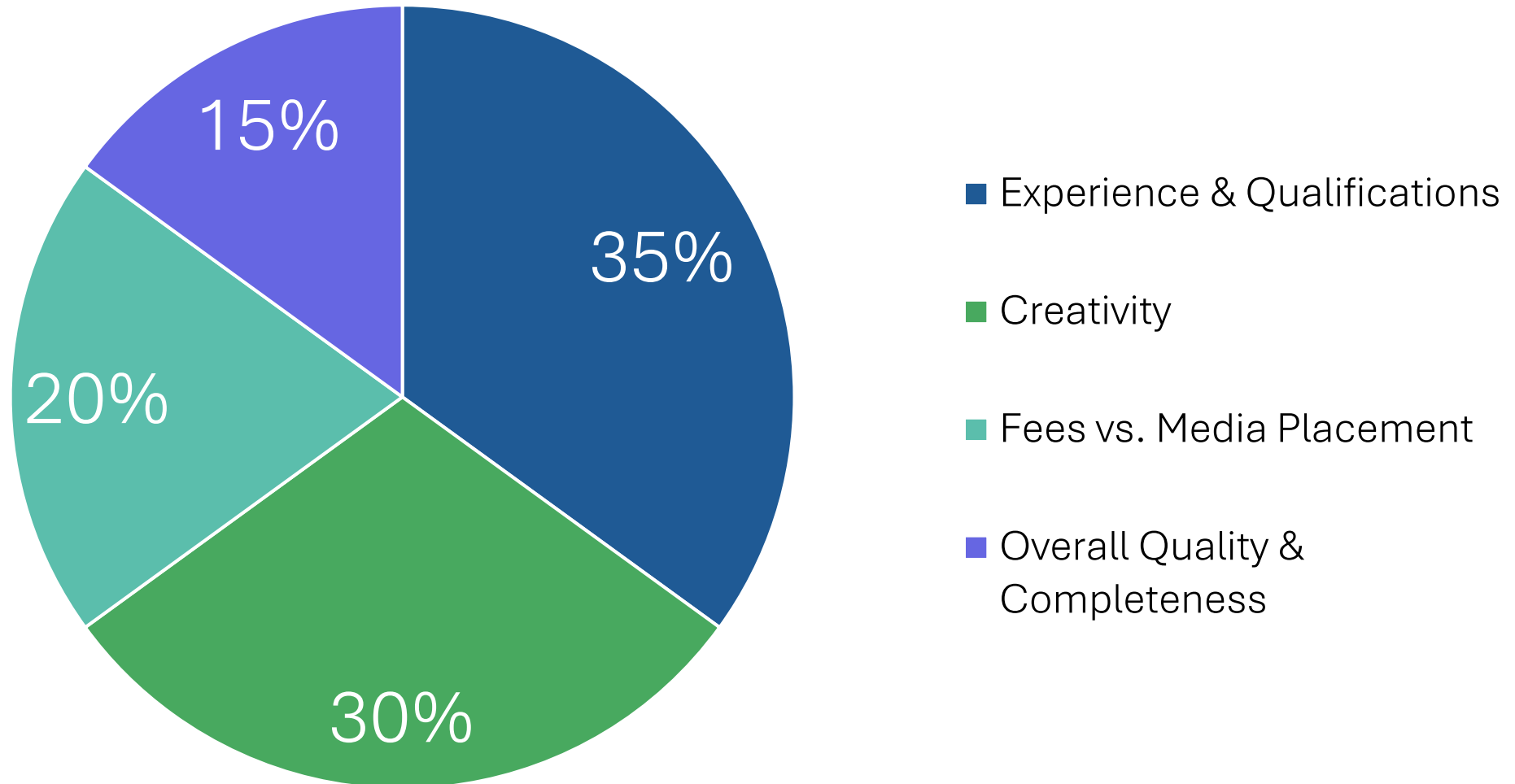


- Committee of City officials evaluates and ranks firms.
- Top firms may present to the Committee.
- Final ranking per Virginia Code **§2.2-4301**.\*
- Criteria may be adjusted after interviews.
- Committee may investigate and inspect firm premises.

*\*Chapter 43. Virginia Public Procurement Act.*

# 5 // Selection Procedure & Evaluation Criteria (cont'd)

## Evaluation Criteria Weights for Selection Committee



## 6 // Submittal Content

- Proposed approach to create a new campaign for March 1 – December 31, 2026
- 3 relevant work examples from the past 5 years
- A summary of qualification of key individuals including office locations and a project manager
- A detailed cost breakout of work expenditures including reimbursable expenses
- Verify that required insurance coverage is available
- *Optional: Presentation by Firms and Formal Interview*

## 7 // Questions

- Firms with proposal questions can use the Q&A tab in the Portal prior to any scheduled due dates.
- The City will put out a written answer.
- The City is not responsible for any verbal answers given by any City employee.
- Contact with any other City employees about proposals is discouraged.



### Missed Q&A Deadline

Contact Kelly Feltner

Email: [kelly.feltner@winchesterva.gov](mailto:kelly.feltner@winchesterva.gov)

Phone: [\(540\) 667-2083](tel:(540)667-2083)

### Portal Assistance

Contact Help Center

Email: [support@procurenw.com](mailto:support@procurenw.com)

## 8 // Special Terms and Conditions

- **Award**

- The best qualified proposals will be chosen.
- The City will negotiate with any qualified firms, then make a final decision.
- Price is considered but not the only factor in final selection.

- **Audit**

- The firm will be audited to ensure they complete the proposed work.
- The firm will maintain all information about the project for 3 years or until audited by the City.
- City auditors will have full access to any materials during that time.



## 9 // General Terms and Conditions

### *Certification Upon Submission*

*By submitting a bid/proposal, contractors certify compliance with:*

- Federal Civil Rights Act of 1964 (as amended)
- Virginia Fair Employment Contracting Act of 1975
- Virginians With Disabilities Act
- Americans With Disabilities Act (ADA)
- Virginia Public Procurement Act §2.2-4311

### **Contract Requirements Over \$10,000**

- **Nondiscrimination:** No discrimination against employees/applicants any basis prohibited by state law
  - Must post notices outlining these requirements
- **Equal Opportunity Employer:** All job ads/solicitations must state EOE status
- Federal compliance with notices/advertising satisfies these requirements
- Contractors must include all provisions above in every subcontract or purchase order over \$10,000

## 9 // General Terms and Conditions (cont'd)

By submitting a bid/proposal, bidders certify that:

- The submission is made **without collusion or fraud**
- They have **not offered or received** any kickbacks or inducements from another bidder, supplier, manufacturer, or subcontractor
  - They have **not provided** any public employee involved in the procurement with payments, loans, services, or anything of more than nominal value
  - No benefit was given or promised **unless equal or greater value** was exchanged